

COMMUNICATIONS

The Communications Office monitors the City's cable and telecommunication agreements, operates City TV, the government access cable channel, publishes the City's monthly Newsletter, updates and maintains the City's website and supports media and press relations.

CABLE & TELECOMMUNICATIONS - The City of Takoma Park is a co-franchisor with Montgomery County (and the other municipalities) for provision of cable television services. The County administers all cable franchise agreements for the City by contract and keeps a portion of the City's franchise fees. Cable television services are available to City residents from Comcast and RCN (formerly Starpower), two competing cable television companies.

CITY TV - Takoma Park City TV is available to all Montgomery County cable television subscribers on both systems, except within the City of Gaithersburg. City TV provides the residents of Takoma Park with quality informational programs about City government and services, including live cablecasts of Council meetings. City TV also offers a variety of programming featuring community activities and interests. City Council meetings and other City TV programs are also available as a live video stream and video-on-demand archive on the City Web site.

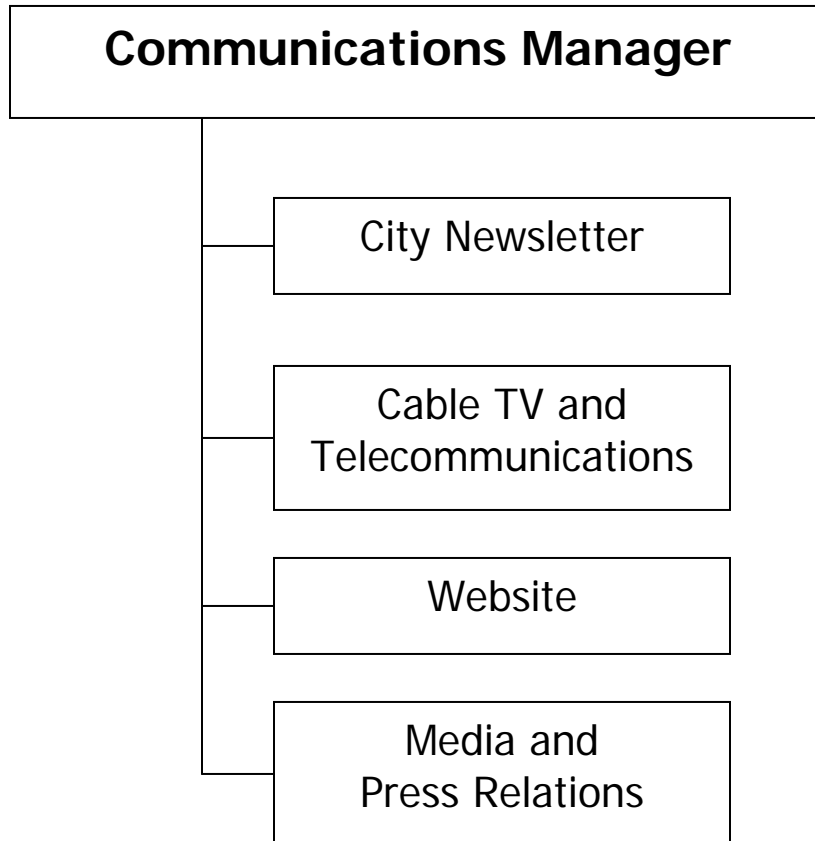
WEBSITE - The City's website, www.takomaparkmd.gov, is updated on a regular basis to reflect ongoing activities within City government. The Web team of the Communications Office works with City officials and residents to assure that the website is an efficient resource for internal and external users. The website includes public-postable calendar and bulletin boards and, thus, serves as an interactive communications tool for residents and visitors.

NEWSLETTER - The Takoma Park Newsletter is published 11 times per year as the official City publication. Its goal is to keep the citizens of Takoma Park informed of government activities and services. The Newsletter is bulk mailed to all Postal Customers in the City of Takoma Park. It is managed by contract with an outside Editor. Many City staff members contribute articles each month, and the newsletter also carries "inserts" several times a year, such as the Recreation Guide and information about special activities.

MEDIA & PRESS RELATIONS - Press releases are issued on an as-needed basis throughout the year. This office maintains an extensive photo library of City and community sights and activities.

Budget Comments

- The primary area of cost increase is in the Miscellaneous category, specifically publication of the City newsletter.



FY 2007 BUDGET SUMMARY - COMMUNICATIONS

<u>Division</u>	<u>Audited FY03</u>	<u>Audited FY04</u>	<u>Audited FY05</u>	<u>Budgeted FY06</u>	<u>Estimated FY06</u>	<u>Budgeted FY07</u>
Communications						
Personnel Costs	140,652	206,782	235,277	253,059	241,057	257,384
Supplies	1,707	1,440	1,201	2,200	2,900	3,000
Services and Charges	15,038	18,302	22,083	26,300	26,400	27,100
Miscellaneous	63,127	72,556	65,135	66,360	71,560	73,000
TOTAL--COMMUNICATIONS	220,524	299,080	323,696	347,919	341,917	360,484

FY 07 Budget

Communications By Cost Center

TOTAL = \$360,484

